

JD for ICICI Bank Program

Designation - Sales & Relationship

Management (SRM)

Role - Branch Relationship Officer

Fixed CTC: 3.5L

Location: PAN India (currently hiring for PAN INDIA)

This initiative offers **direct employment with ICICI Bank**, supported by structured training at NIIT, with **No Application fee** and **No Training Fee** for selected candidates.

Eligibility:

- Graduate in any discipline (Freshers may apply)
- Only Male Candidates with Age 25 years or lower as on date of Application
- Good communication and interpersonal skills
- Willingness to work in sales and relationship management roles
- Open to relocation within the state (as per bank allocation)
- Applicant should not be an engineering graduate, diploma engineer, CA & MBA
- 10th to Graduation must be in regular mode only
- Graduation- 50% or higher on aggregate or equivalent CGPA
- No break/gap in education
- Work experience after graduation should be less than 12 months
- Applicant should not have relative working in ICICI Bank

Selection & Deployment Process:

The process will be conducted in a structured, transparent manner:

Step 1 – Identification of Eligible Candidates

Eligible candidates either:

- Appear in the campus drive conducted at the Employment Exchange,
OR
- Are shared with NIIT for further coordination.

Step 2 – Assessment & Interviews

- Online / Offline Aptitude Test
- Interview by NIIT Panel
- Final Interview by ICICI Bank Officials at designated ICICI Bank branch

Step 3 – Provisional Offer Letter

Candidates who successfully clear all stages will receive a **Provisional Offer Letter** from ICICI Bank.

Step 4 – Residential Training at NIIT

- Selected candidates will undergo a **15-day Residential Training Program at selected NIIT approved campus.**
- Training includes:
 - Banking fundamentals
 - ICICI Bank products & processes
 - Sales & Relationship Management skills
 - Customer handling & compliance
 - Branch operations exposure

Step 5 – Final Appointment & Joining

- Upon successful completion of the training, candidates will receive their **Final Appointment Letter from ICICI Bank.**
- Candidates will report to their **allocated ICICI Bank branch** and commence employment.

Key Responsibilities

- Acquire new customers by selling ICICI Bank products
- Develop probing skills for need identification
- Pitch ICICI Bank products to meet varied customer needs
- Guide customers on digital sales, channels & adoption
- Understand customer needs to enhance relationship value
- Learn cross-selling & upselling techniques
- Gain expertise in ICICI Bank & third-party products
- Resolve common customer queries with confidence
- Provide outstanding service with a compliance focus
- Handle customer issues using branch processes & systems
- Adopt a sales-driven mindset while servicing
- Maintain compliance with banking rules and ethics
- Confidently interact with customers via phone, in-branch & on-site
- Master sales conversations & business communication
- Enhance grooming, etiquette & professionalism
- Become a key part of your customer's financial journey!